



**GOAL 1.1
MATCHING TOOLS AND
PRACTICES WITH USERS' NEEDS**

TIMELINE

September 2017 to January 2025

INVESTMENT

EUR 10.3 million

STAFF INVOLVED

9.3 FTEs¹

MOST IMPACTED CAPITAL²

Relational

MOST IMPACTED STAKEHOLDER

Institutions

¹ Full-time equivalent

² As part of an integrated thinking approach, in 2016 the Office adopted a five capitals value creation model (human, organisational, relational, economic & environmental)

IP KEY LATIN AMERICA

The Office works in **close cooperation with the European Commission to improve intellectual property (IP) systems in non-EU countries or regions**. There are currently two types of EU-funded project: those funded under the EU's [Partnership Instrument](#) (such as the [IP Key](#)) and those funded under the [Development Cooperation Instruments](#) (DCI/EDF/ENI) (for instance: [ARISE + IPR](#)).

Under the **IP Keys**, the Office has **three cooperation agreements with the European Commission** - Directorate-General for Trade (DG TRADE) and the Service for Foreign Policy Instruments (FPI) - designed **to support EU interests** and to level the playing field for EU businesses by helping third countries to address specific challenges **in the area of IP**.

[IP Key LA](#) (Latin America) supports **increased IP protection and enforcement across the Latin American region, from Mexico to Chile**. Its aim is to support international firms, namely EU enterprises and EU SMEs, doing business in the region.

EXPECTED BENEFITS

- To prepare and accompany Free Trade Agreement (FTA) negotiations and support FTA implementation
- To support the interests of European innovators and right holders
- Improved level of IPR protection and enforcement in Latin America in line with EU standards
- To raise awareness on the importance of IP among the general public and public authorities